



Final Council Hearing

City of Locust Grove
Town Center

LCI

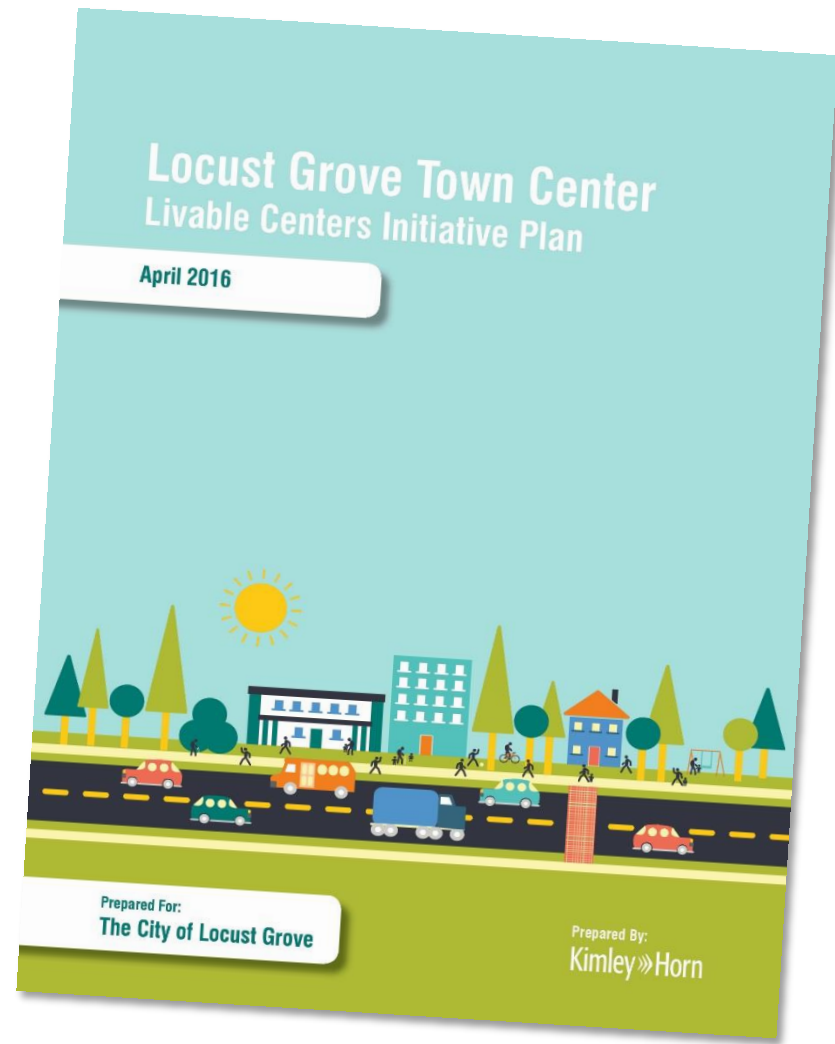
April 18, 2016



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Agenda

- Plan Goals
- Plan Development Process
- Market Analysis
- Recommendations
- Action Plan



Study Area

- City of Locust Grove Boundary
- Study Area Boundary



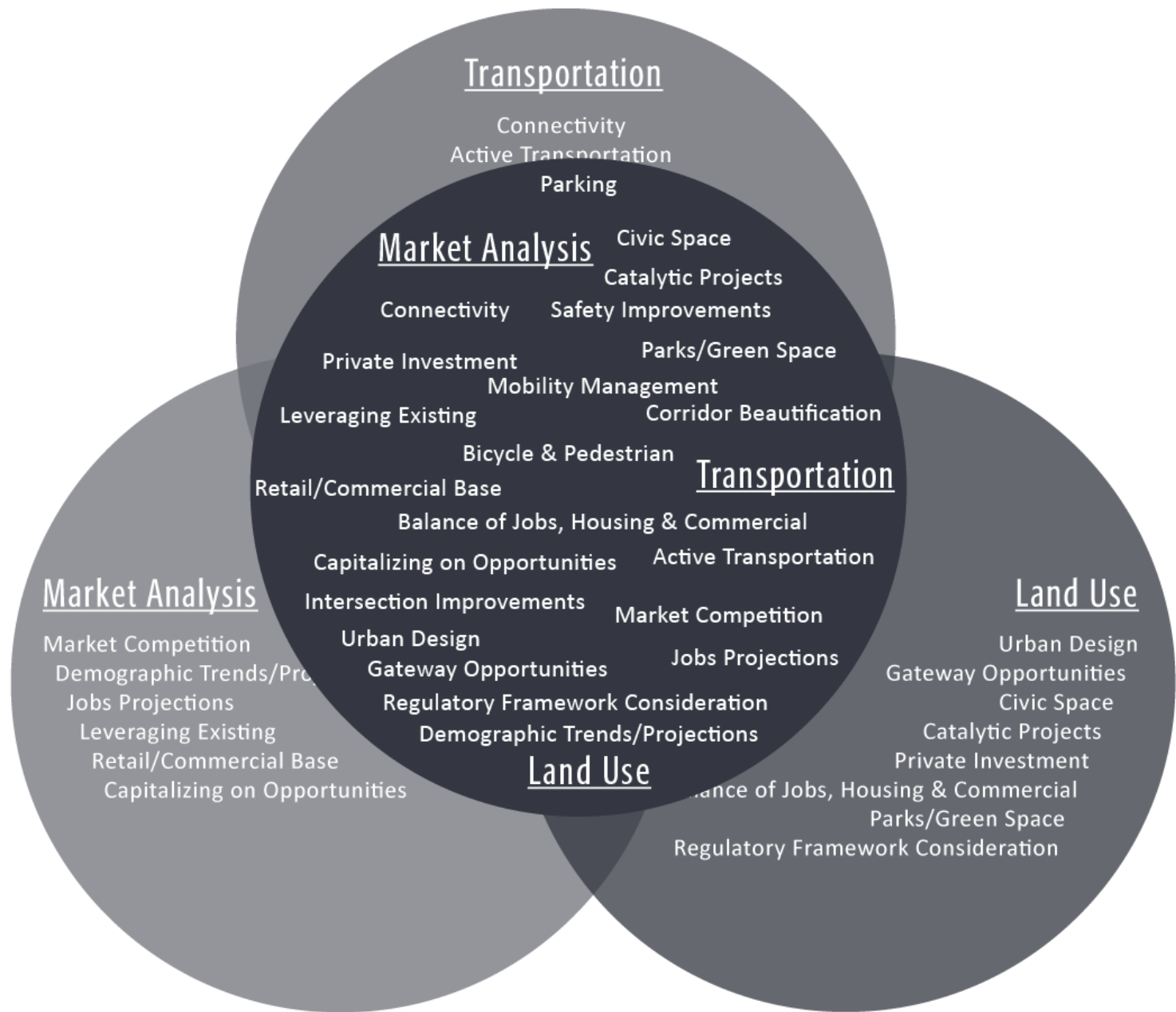


Plan Goals

Goals of LCI

- **Develop a community based vision to connect the Historic Downtown business district to areas adjacent to the Tanger Outlet Center and I-75 Interchange**
- **Create a prioritized project list and action plan**
- **Develop action strategies and update city policies and budgets to implement plan**







Plan Development Process

Plan Development/Process

- **Engagement (over 250 people involved)**
 - 15 Stakeholder Interviews (over 20 stakeholders)
 - 4 Core Team Meetings (15 members)
 - 4 Public Workshops (over 220 attendees)
 - 1 Issues Forum (over 20 attendees)
 - 1 Transportation Coordination Meeting (Henry Co.)
- **Plan Leadership (Core Team) from the following groups:**
 - City Council
 - City Staff
 - Historical Preservation Committee
 - Downtown Development Authority
 - Main Street Program
 - Heritage Society
 - Herman Homes
 - Ben Kushner Company
 - Tanger Outlet
 - Atlanta Regional Commission

Sources: US Census Bureau, Nielsen, Re:Posit Strategies



Strengths / Weaknesses

Strengths

Weaknesses

Downtown
Historic Location Pro-Business
Hometown Feel Accessibility
Cooperation Capitalizing I-75 **Tanger Outlet** Retail
Community Quality of Life Investment
Unity Reasonable Property Values Proximity
Developable Accessibility City Council Administration

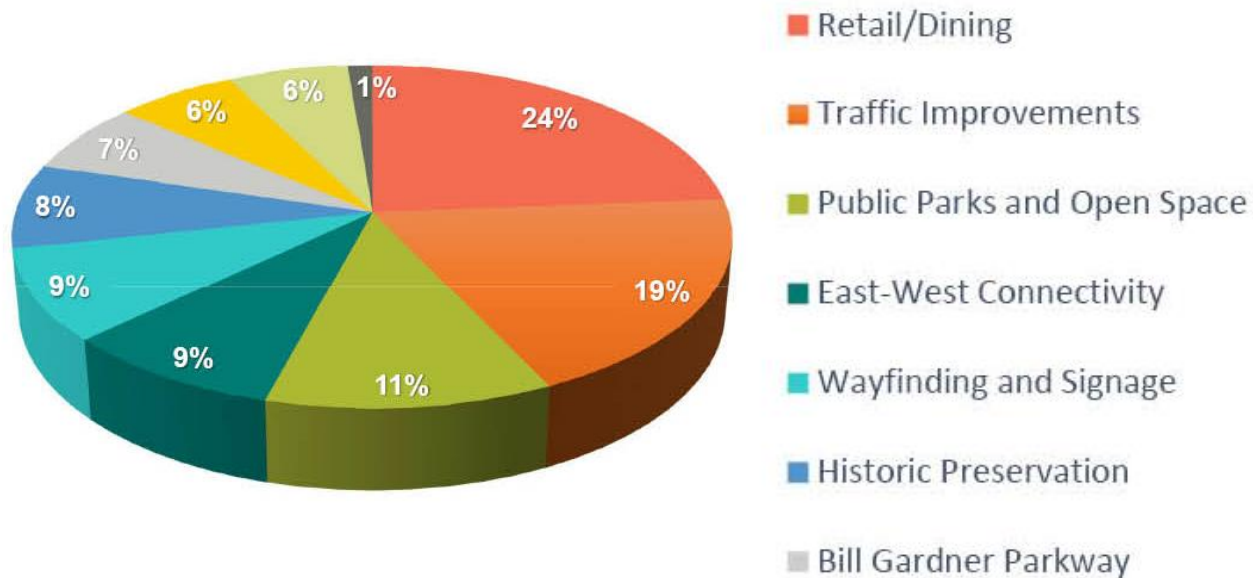
Bedroom Community Highway 42 Market
Roadway Infrastructure **Parking** **Housing** **Identity** Barriers
Bill Gardner No **Railroad**
No Parks **Traffic Congestion** Transportation
Jobs Retail Awareness
Pass-Through Traffic
Downtown Visibility No Jobs



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Priority Exercise



Top Priorities

- 1 Retail/Dining
- 2 Traffic Improvements
- 3 Public Parks and Open Space
- 4 Wayfinding and Signage
- 5 East-West Connectivity

Out of the top five, Traffic Improvements was listed as a priority for 9 out of 12 participants, however, it represented 5 percent less funding allocation than Retail/Dining.

Overall, these two priorities, along with Public Parks and Open Space, East-West Connectivity, and Wayfinding and Signage, represent 72 percent of the total "funding" available for this exercise.







Market Analysis

Existing Population, Income, Education and Employment

- ~1,380 residents in LCI Study Area
- Growth of 156% since 2000, 14% between 2010-2015
- Average household income in LCI Study Area is almost \$76,000
- Population with less than high school education 10%, with college degrees 24%
- ~1,450 jobs in Study Area
- Share of Henry Co. (3%) & Atlanta MSA (0.06%) employment is very small
- More daytime population than resident population in Study Area
- Retail is largest employment sector (42%), generally low-skill, low-wage jobs

Sources: US Census Bureau, Nielsen, Re:Posit Strategies



Real Estate Market - Current

- Limited size & developable parcels
- More demand than can be physically absorbed in Study Area
- Edge of market & greater metro area
- No significant market pressure to be different



Market Projections

TOTAL DEMAND FORECAST: AS IS

	Existing 2015	2020	2025	2030	2035	2040
Population	1,380	1,680	2,045	2,210	2,225	2,240
Housing Units (total)	550	600	730	790	795	800
Jobs	1,450	1,560	1,665	1,730	1,775	1,815
Commercial SF (total)	855,000	920,000	982,000	1,020,000	1,048,000	1,070,000

DEMAND FORECAST: LCI

	Existing 2015	2020	2025	2030	2035	2040
Population	1,380	1,700	2,335	2,690	2,970	2,980
Housing Units (total)	550	607	834	960	1,060	1,065
Jobs	1,450	2,085	2,270	2,460	2,565	2,590
Commercial SF (total)	855,000	1,042,000	1,136,000	1,229,000	1,283,000	1,295,000



Real Estate Market - Future

- Leadership will have to create change
- City will have to incentivize different development
- Focus should be on short-term priorities
- Incremental implementation is the best approach



A vintage postcard illustration of Locust Grove, Georgia. On the left, a smiling man in a blue uniform and cap points towards the town. A red and black train car is visible behind him. In the background, there's a small yellow building, a red car, and a row of shops. A blimp is in the sky. The text 'Greetings from LOCUST GROVE GA.' is written in a stylized font at the top right.

Greetings from
LOCUST GROVE
GA.

Recommendations

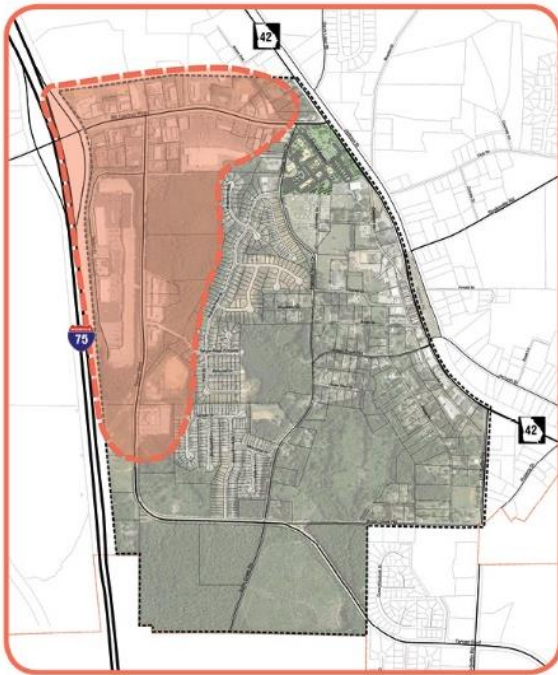
Market + Economic Recommendations

- Improve aesthetics at Interstate
- Created mixed-use downtown
- Diversify residential product type
- Connect historic downtown & Tanger Outlets
- Stabilize single-family neighborhoods
- Attract additional regional retail
- Leverage County's large-scale industrial base

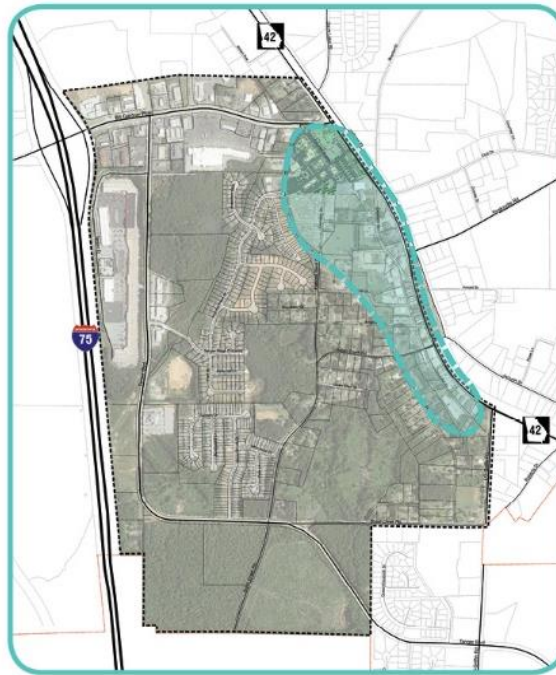


Land Use Concepts

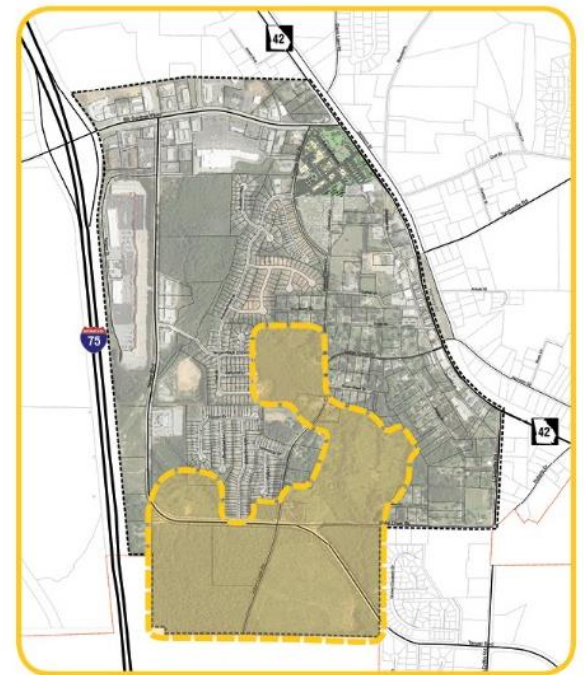
**Gateway
District**



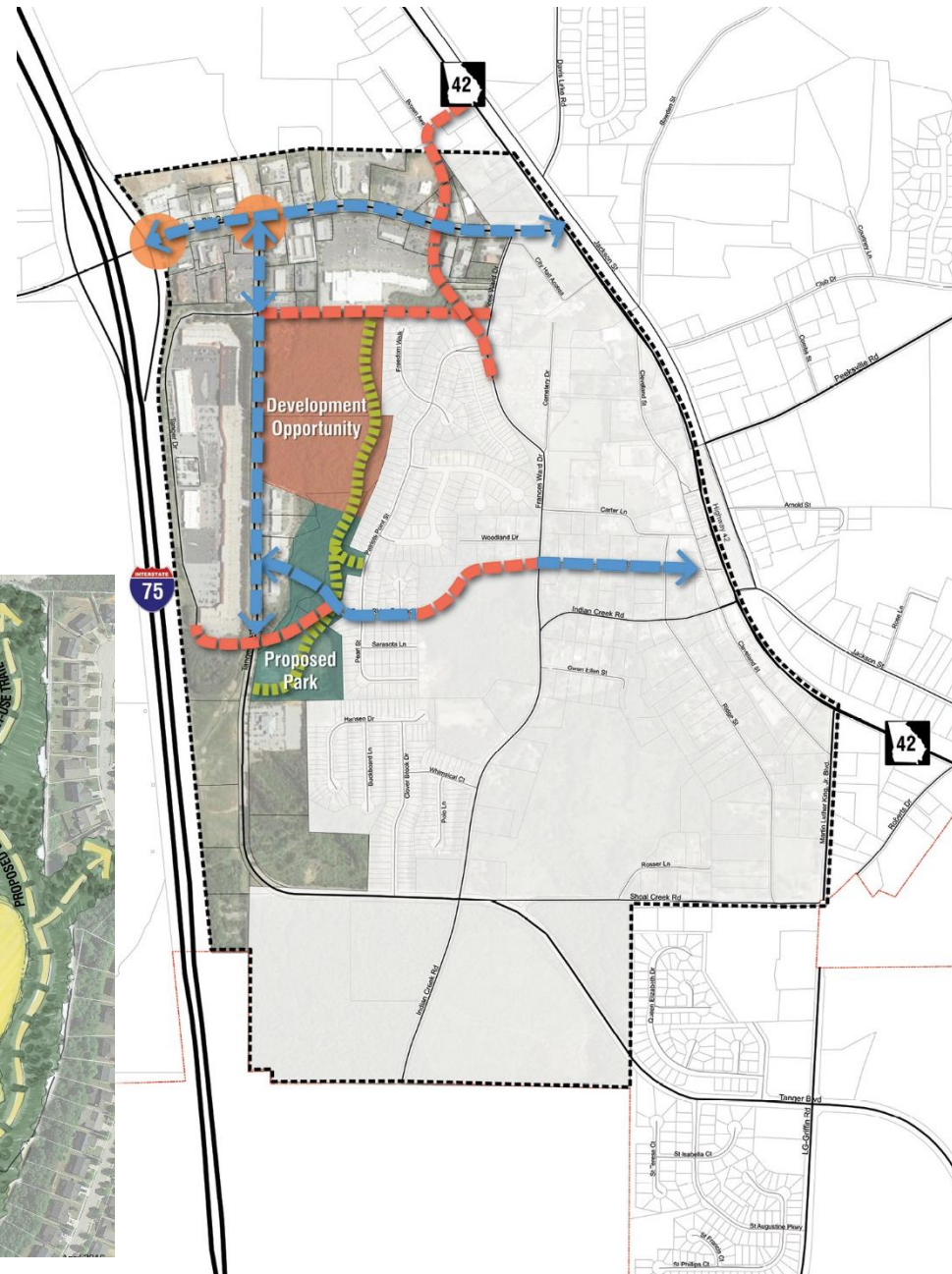
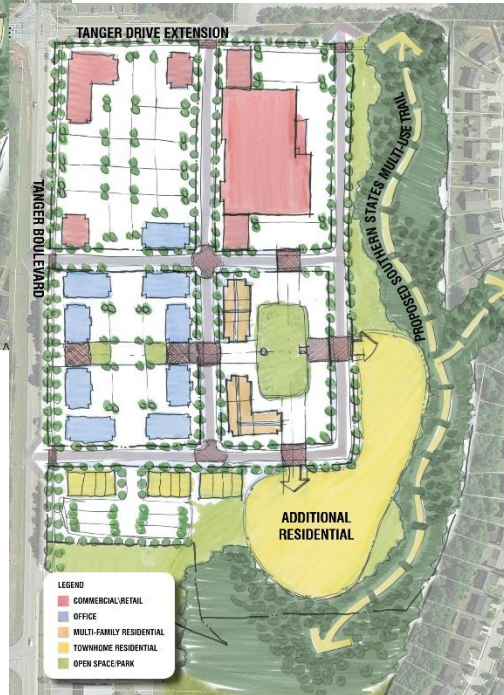
**Historic Downtown
District**



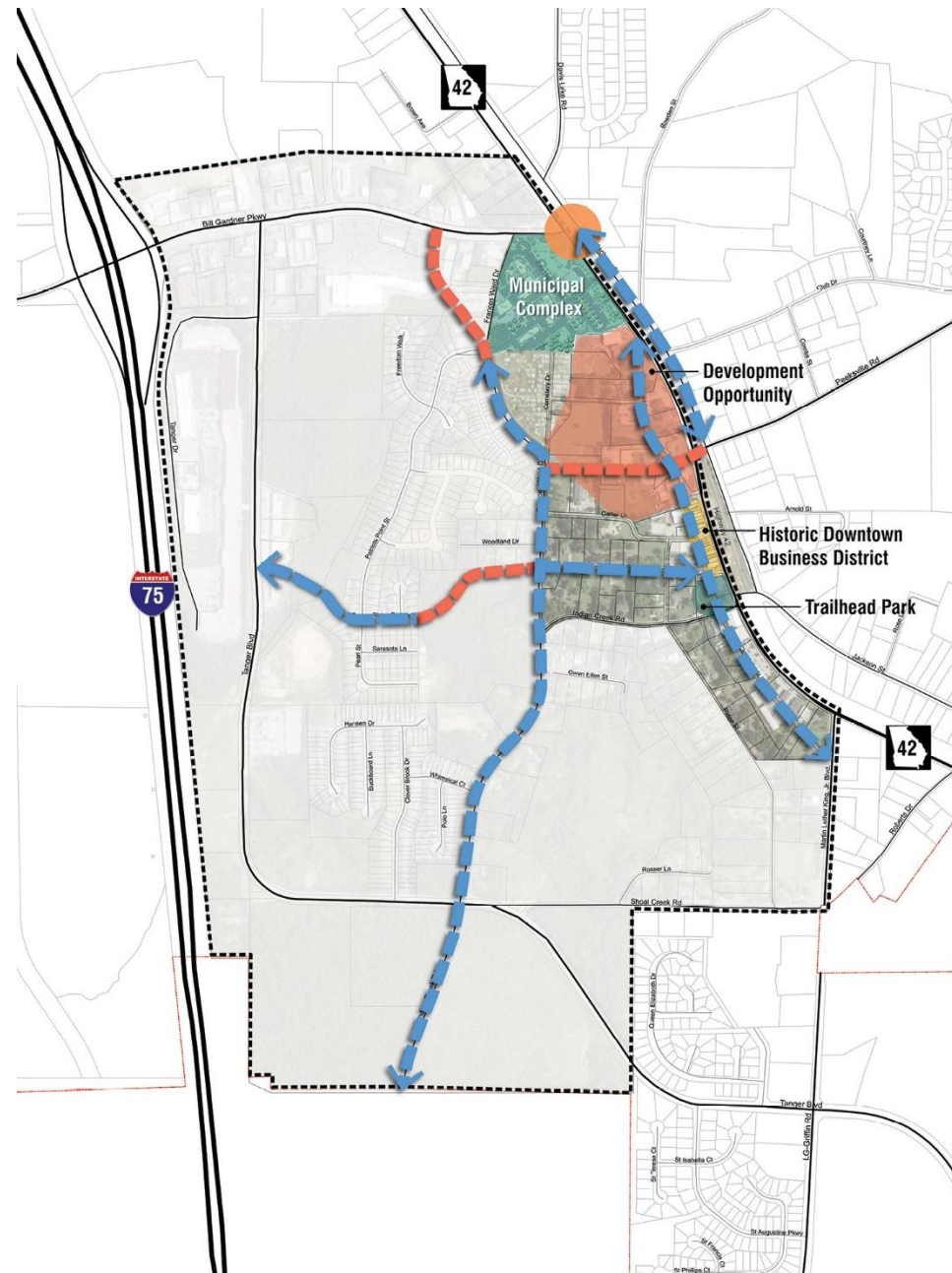
**Emerging South
District**



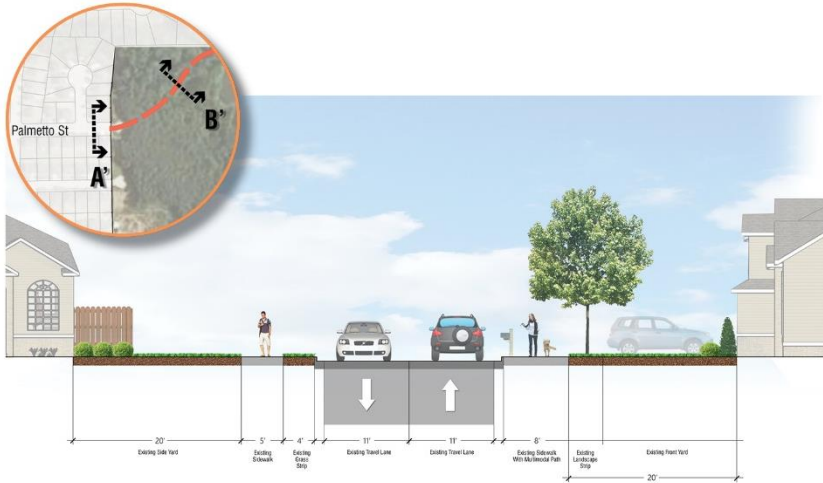
Gateway District



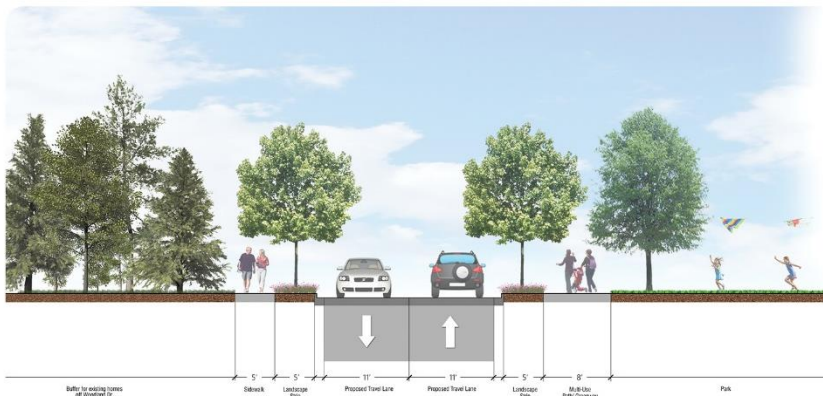
Historic Downtown District



Emerging South District



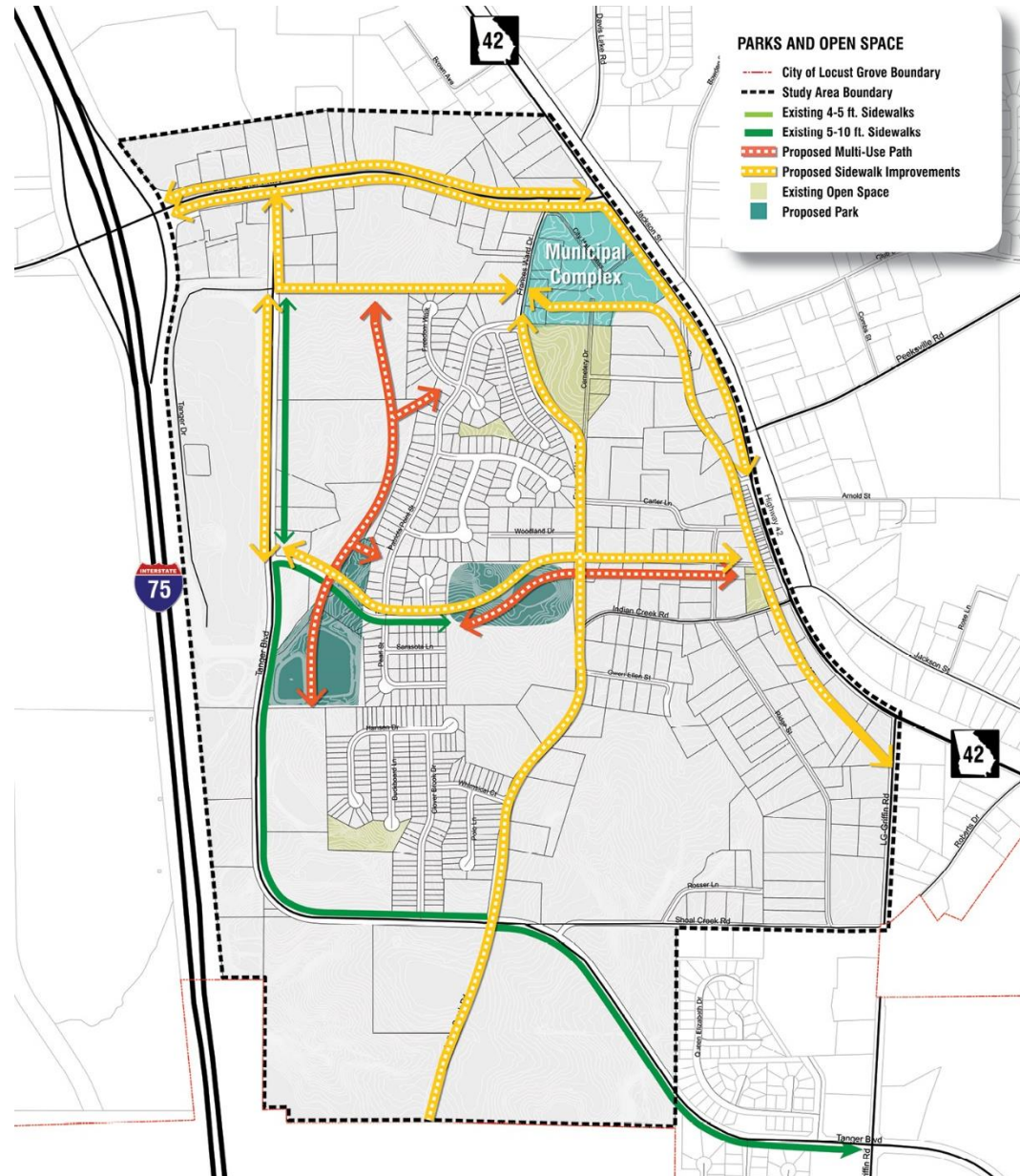
Section A
Existing Palmetto Street Cross-Section



Section B
Proposed Central Avenue Cross-Section



Parks and Open Space



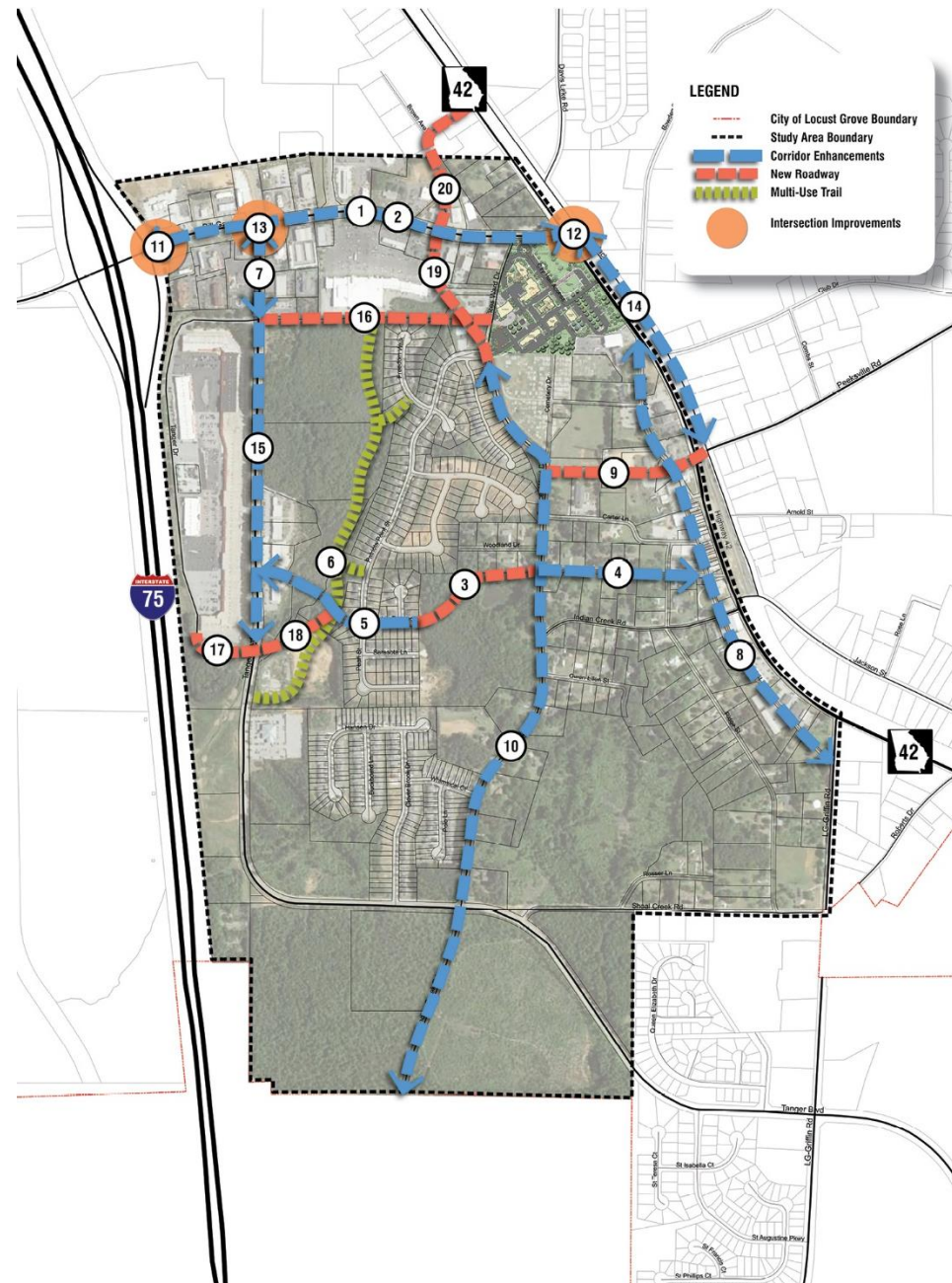
Transportation

Short-Term Projects

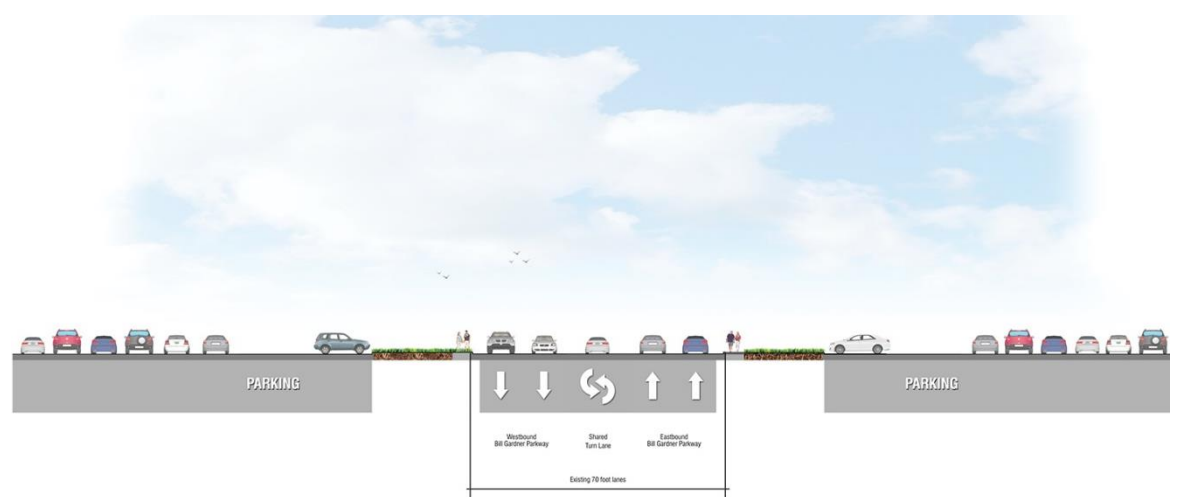
- ① Bill Gardner Parkway Median and Streetscape
- ② Bill Gardner Parkway Wayfinding Signage
- ③ Central Avenue
- ④ Smith Street Enhancements
- ⑤ Palmetto Street Enhancements

Long-Term Projects

- ⑥ Southern States Multi-Use Trail
- ⑦ Tanger Boulevard Median and Streetscape
- ⑧ Cleveland Street Streetscape Enhancements
- ⑨ Peeksville Road Extension
- ⑩ Frances Ward/Indian Creek Roadway and Streetscape
- ⑪ Bill Gardner Parkway @ I-75
- ⑫ Bill Gardner Parkway @ Highway 42
- ⑬ Bill Gardner Parkway @ Tanger Boulevard
- ⑭ Highway 42 Enhancements
- ⑮ Tanger Boulevard Operational Improvements
- ⑯ Tanger Drive Extension
- ⑰ Tanger Loop Connection
- ⑱ Tanger Ridge Extension
- ⑲ Frances Ward Drive Realignment
- ⑳ Brown Avenue Connection



Bill Gardner Parkway



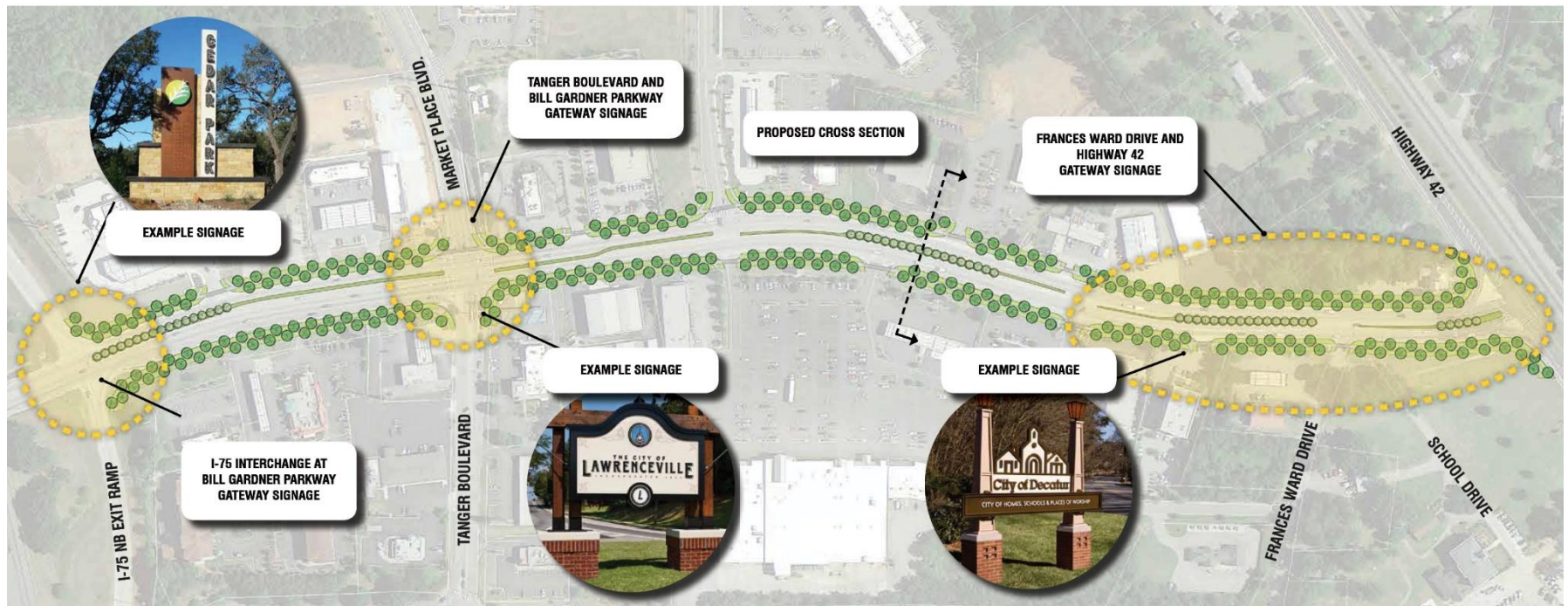
Existing Bill Gardner Parkway Cross-Section



Proposed Bill Gardner Parkway Cross-Section



Bill Gardner Parkway





Action Plan

100 Day Action Plan



Have City Council Adopt the LCI Plan



Incorporate recommendations into the City's Comprehensive Plan and Henry County Comprehensive Transportation Plan (CTP)



Meet with key property owners to discuss and define short-term redevelopment opportunities and partnerships



Work with local schools to create a strategic plan to initiate a community garden program



Develop a Downtown Strategic Marketing Plan that includes: steps to strengthen downtown's brand, increase visibility to the community and visitors, attract retail tenants, and seek creative funding sources



Attract supplemental LCI funding for specific projects and initiatives, including a zoning ordinance review



Make zoning modifications, including reclassification of the City Municipal Complex as Office-Institutional and begin creation of new Gateway Mixed-Use and Downtown Mixed-Use districts



Develop design requirements for Bill Gardner Parkway corridor



Work with Henry County DOT and GDOT to secure funding for high-priority projects along Bill Gardner Parkway and Highway 42



Pursue private grant funding to help implement transportation improvement projects



5-Year Action Plan

The short-term improvement projects outlined to the right are priority projects that can be completed or started within the next 5 years.

These projects encapsulate the vision for the future of the Locust Grove Town Center by improving the Bill Gardner Parkway corridor and creating a multimodal corridor between Tanger Outlet Center and Historic Downtown, linking the two development areas.

For detailed information about each of these projects, refer to pages 83-89 in Chapter 3 and the project list on pages 101-104.

Short-Term Improvement Projects

- 1 *Bill Gardner Parkway Median and Streetscape*
- 2 *Bill Gardner Parkway Wayfinding Signage*
- 3 *Central Avenue*
- 4 *Smith Street Enhancements*
- 5 *Palmetto Street Enhancements*



Locust Grove Town Center Livable Centers Initiative Plan

April 2016

Prepared For:
The City of Locust Grove

Prepared By:
Kimley»Horn

Questions